

Tourist profile by quarter of trip (2024)

NORWAY



How many are they and how much do they spend?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	197	--	--	164	445
Tourist arrivals ≥ 16 years old (EGT) (*)	174	--	--	144	385
- book holiday package (*)	85	--	--	78	192
- do not book holiday package (*)	89	--	--	66	193
- % tourists who book holiday package	48.9%	--	--	54.1%	49.8%
Children < 16 years old (FRONTUR - EGT) (*)	23	--	--	19	60
Expenditure per tourist (€)					
- book holiday package	350	--	--	310	321
- holiday package	257	--	--	226	235
- others	94	--	--	84	87
- do not book holiday package	446	--	--	313	356
- flight	117	--	--	105	103
- accommodation	105	--	--	87	89
- others	223	--	--	122	164
Average lenght of stay	19.01	--	--	11.02	15.12
Average daily expenditure (€)	146.7	--	--	180.7	158.2
Average daily expenditure (without flight)	101.7	--	--	121.5	108.3
Average cost of the flight (€)	104.8	--	--	100.9	98.1
Total turnover (≥ 16 years old) (€m)	331	--	--	241	670
Turnover without flight (≥ 16 years old) (€m)	242	--	--	163	474

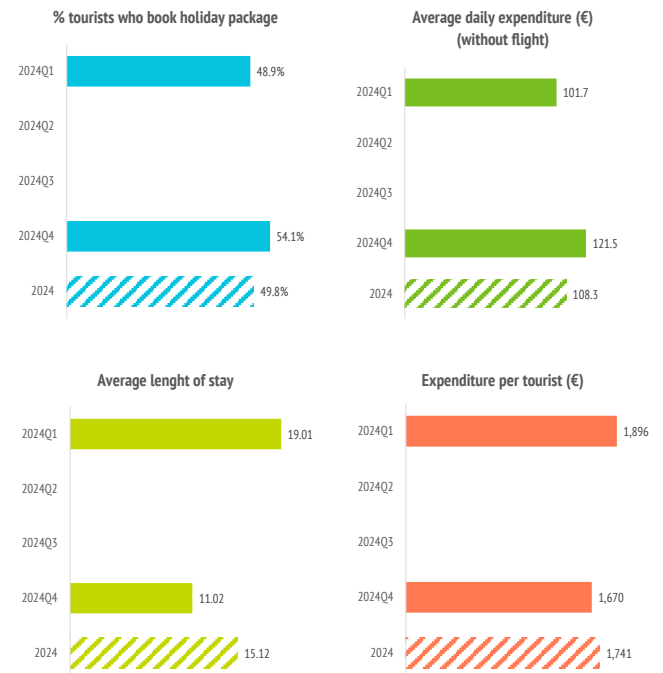
(*) Thousand of tourists

% Tourists whose spending has been greater than €0 in each item

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Accommodation:					
- Accommodation	72.9%	--	--	82.6%	76.1%
- Additional accommodation expenses	2.6%	--	--	4.2%	3.6%
Transport:					
- National/International Transport	94.9%	--	--	96.6%	95.0%
- Flights between islands	1.2%	--	--	3.3%	1.9%
- Taxi	52.7%	--	--	60.0%	55.4%
- Car rental	18.3%	--	--	19.1%	18.6%
- Public transport	14.6%	--	--	15.9%	15.4%
Food and drink:					
- Food purchases at supermarkets	73.1%	--	--	70.8%	72.0%
- Restaurants	69.2%	--	--	74.5%	72.3%
Leisure:					
- Organized excursions	14.7%	--	--	15.6%	14.5%
- Sport activities	3.6%	--	--	6.5%	5.8%
- Cultural activities	1.5%	--	--	2.7%	2.2%
- Museums	1.5%	--	--	2.1%	2.1%
- Theme Parks	4.0%	--	--	9.5%	6.7%
- Discos and pubs	8.3%	--	--	8.0%	8.4%
- Wellness	6.3%	--	--	5.9%	6.3%
Purchases of goods:					
- Souvenirs	26.1%	--	--	32.8%	30.4%
- Real state	0.8%	--	--	0.0%	0.4%
- Other expenses	0.8%	--	--	1.2%	1.0%
Other:					
- Medical or pharmaceutical expenses	2.3%	--	--	6.3%	4.4%
- Other expenses	4.2%	--	--	3.2%	4.1%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.



Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Accommodation:					
- Accommodation	1,018	--	--	1,091	1,024
- Additional accommodation expenses	876	--	--	684	760
- Additional accommodation expenses	143	--	--	407	264
Transport:					
- National/International Transport	1,018	--	--	1,021	1,025
- National/International Transport	537	--	--	561	535
- Flights between islands	537	--	--	561	535
- Flights between islands	65	--	--	196	150
- Taxi	104	--	--	89	97
- Taxi	261	--	--	135	197
- Car rental	261	--	--	135	197
- Car rental	51	--	--	41	46
- Public transport	51	--	--	41	46
Food and drink:					
- Food purchases at supermarkets	553	--	--	502	523
- Food purchases at supermarkets	274	--	--	181	225
- Restaurants	274	--	--	322	298
- Restaurants	538	--	--	448	546
Leisure:					
- Organized excursions	538	--	--	448	546
- Organized excursions	204	--	--	88	148
- Sport activities	204	--	--	88	148
- Sport activities	37	--	--	92	93
- Cultural activities	37	--	--	92	93
- Cultural activities	103	--	--	33	74
- Museums	103	--	--	33	74
- Museums	21	--	--	47	39
- Theme Parks	21	--	--	47	39
- Theme Parks	60	--	--	65	63
- Discos and pubs	60	--	--	65	63
- Discos and pubs	61	--	--	68	70
- Wellness	61	--	--	68	70
- Wellness	53	--	--	55	59
Purchases of goods:					
- Souvenirs	18,172	--	--	346	18,112
- Souvenirs	170	--	--	138	167
- Real state	170	--	--	138	167
- Real state	17,695	--	--	0	17,695
- Other expenses	306	--	--	208	249
- Other expenses	306	--	--	208	249
Other:					
- Medical or pharmaceutical expenses	133	--	--	67	132
- Medical or pharmaceutical expenses	43	--	--	36	36
- Other expenses	43	--	--	36	36
- Other expenses	90	--	--	31	95

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NORWAY



What is the main purpose of their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Holiday, leisure	92.2%	--	--	93.2%	92.1%
Visiting family or friends	6.2%	--	--	3.8%	5.6%
Business and work	0.0%	--	--	0.8%	0.3%
Education and training	0.0%	--	--	0.0%	0.2%
Sports training	0.3%	--	--	0.3%	0.4%
Health or medical care	0.8%	--	--	1.0%	0.8%
Fairs and congresses	0.0%	--	--	0.0%	0.0%
Others	0.5%	--	--	0.8%	0.6%

What is the main motivation for their holidays?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	71.3%	--	--	63.2%	65.7%
Enjoy family time	15.0%	--	--	20.7%	19.1%
Have fun	2.4%	--	--	3.2%	3.6%
Explore the destination	5.9%	--	--	6.4%	6.1%
Practice their hobbies	3.6%	--	--	4.5%	3.8%
Other reasons	1.7%	--	--	2.1%	1.6%

Where did they spend their main holiday last year? *

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	19.4%	--	--	18.7%	22.2%
Canary Islands	33.6%	--	--	38.2%	36.7%
Other destination	47.1%	--	--	43.1%	41.1%
- Balearic Islands	1.0%	--	--	1.9%	1.7%
- Rest of Spain	8.3%	--	--	7.1%	7.2%
- Italy	5.8%	--	--	6.8%	4.8%
- France	2.8%	--	--	2.7%	2.4%
- Turkey	1.1%	--	--	1.6%	1.9%
- Greece	13.1%	--	--	6.4%	7.7%
- Portugal	0.0%	--	--	1.7%	1.7%
- Croatia	3.2%	--	--	2.2%	2.2%
- Egypt	2.8%	--	--	0.3%	0.6%
- Tunisia	0.0%	--	--	0.8%	0.3%
- Morocco	0.0%	--	--	0.0%	0.3%
- Others	9.1%	--	--	11.6%	10.3%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2024Q1	2024Q2	2024Q3	2024Q4	2024
None (I was clear about "this Canary Island")	59.6%	--	--	44.6%	48.4%
Canary Islands (other island)	24.4%	--	--	19.1%	21.6%
Other destination	15.9%	--	--	36.2%	30.0%
- Balearic Islands	0.6%	--	--	1.9%	1.4%
- Rest of Spain	6.9%	--	--	6.6%	7.9%
- Italy	2.1%	--	--	4.0%	3.5%
- France	0.2%	--	--	1.1%	1.1%
- Turkey	0.0%	--	--	3.1%	1.7%
- Greece	2.9%	--	--	8.0%	6.6%
- Portugal	1.5%	--	--	3.8%	2.8%
- Croatia	0.0%	--	--	1.4%	1.4%
- Egypt	1.2%	--	--	4.3%	2.3%
- Others	0.4%	--	--	2.1%	1.3%

* Percentage of valid answers

Importance of each factor in the destination choice



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	85.2%	--	--	85.0%	83.7%
Sea	37.6%	--	--	53.6%	45.8%
Beaches	34.6%	--	--	51.2%	43.6%
Safety	38.5%	--	--	43.1%	41.4%
Accommodation supply	35.1%	--	--	45.2%	39.7%
European belonging	31.2%	--	--	38.6%	35.0%
Tranquility	27.9%	--	--	41.3%	34.7%
Effortless trip	28.4%	--	--	38.9%	33.3%
Price	23.2%	--	--	27.1%	25.5%
Environment	25.5%	--	--	24.3%	25.2%
Gastronomy	17.3%	--	--	20.3%	20.5%
Landscapes	17.6%	--	--	20.4%	19.6%
Fun possibilities	11.2%	--	--	17.1%	16.4%
Hiking trail network	16.4%	--	--	12.0%	14.6%
Authenticity	6.2%	--	--	8.3%	9.2%
Shopping	7.6%	--	--	7.9%	9.0%
Nightlife	7.5%	--	--	8.8%	8.8%
Exoticism	4.9%	--	--	6.1%	6.5%
Culture	4.8%	--	--	6.0%	6.1%
Historical heritage	1.4%	--	--	3.4%	3.6%

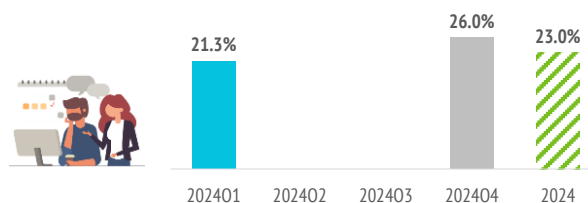
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
The same day	0.0%	--	--	0.2%	0.4%
Between 1 and 30 days	22.1%	--	--	27.4%	25.5%
Between 1 and 2 months	27.5%	--	--	23.0%	24.9%
Between 3 and 6 months	29.0%	--	--	23.4%	26.2%
More than 6 months	21.3%	--	--	26.0%	23.0%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



What channels did they use to get information about the trip?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Previous visits to the Canary Islands	62.8%	--	--	54.4%	57.9%
Friends or relatives	27.4%	--	--	29.5%	28.9%
Internet or social media	41.4%	--	--	37.4%	39.1%
Mass Media	0.7%	--	--	1.5%	1.1%
Travel guides and magazines	0.7%	--	--	1.8%	1.9%
Travel Blogs or Forums	0.0%	--	--	1.6%	0.7%
Travel TV Channels	1.7%	--	--	0.0%	0.9%
Tour Operator or Travel Agency	16.5%	--	--	21.8%	19.3%
Public administrations or similar	0.9%	--	--	0.6%	0.7%
Others	2.1%	--	--	2.3%	2.5%

* Multi-choice question

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NORWAY



With whom did they book their flight and accommodation?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Flight					
- Directly with the airline	43.0%	--	--	39.9%	42.5%
- Tour Operator or Travel Agency	57.0%	--	--	60.1%	57.5%
Accommodation					
- Directly with the accommodation	32.3%	--	--	33.2%	32.6%
- Tour Operator or Travel Agency	67.7%	--	--	66.8%	67.4%

Where does the flight come from?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Norway	94.4%	--	--	94.4%	93.2%
Sweden	0.4%	--	--	4.1%	1.7%
Spanish Mainland	0.4%	--	--	0.0%	1.5%
Denmark	2.0%	--	--	0.2%	1.3%
Germany	2.1%	--	--	0.0%	1.0%
Finland	0.6%	--	--	0.4%	0.4%
Others	0.2%	--	--	0.8%	0.9%

Where do they stay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	14.4%	--	--	13.3%	14.5%
4* Hotel	24.4%	--	--	23.1%	22.6%
5* Hotel / 5* Luxury Hotel	3.0%	--	--	3.9%	3.5%
Aparthotel / Tourist Villa	24.6%	--	--	26.3%	26.1%
House/room rented in a private dwelling	13.6%	--	--	17.8%	15.1%
Private accommodation (1)	18.4%	--	--	10.2%	15.0%
Others (Cottage, cruise, camping,...)	1.6%	--	--	5.5%	3.3%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Room only	56.7%	--	--	57.5%	57.5%
Bed and Breakfast	15.6%	--	--	21.8%	17.9%
Half board	8.6%	--	--	5.4%	7.4%
Full board	1.3%	--	--	1.9%	1.6%
All inclusive	17.8%	--	--	13.3%	15.6%

Tourist tax (Data available from Q2 2024)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	--	--	33.4%	32.5%
No	--	--	--	44.2%	45.4%
Not remember	--	--	--	22.4%	22.0%

Do they exclude destinations with tourist tax?

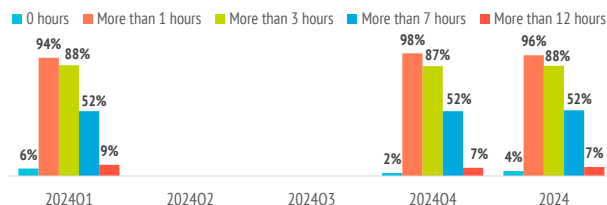
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	--	--	23.4%	23.8%
No	--	--	--	76.6%	76.2%

How much would they be willing to pay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	--	--	39.0%	39.5%
Up to 2 euros	--	--	--	29.1%	30.1%
Up to 3 euros	--	--	--	17.5%	17.5%
More than 3 euros	--	--	--	14.3%	12.9%

Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Outdoor time per day					
0 hours	5.9%	--	--	2.4%	3.9%
1 - 2 hours	5.9%	--	--	10.2%	8.3%
3 - 6 hours	36.6%	--	--	35.9%	35.5%
7 - 12 hours	42.7%	--	--	44.9%	45.2%
More than 12 hours	8.9%	--	--	6.6%	7.1%
Outdoor time per day	7.1	--	--	7.0	7.1



Activities in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Walk, wander	76.6%	--	--	75.8%	75.9%
Beach	67.4%	--	--	67.5%	65.9%
Swimming pool, hotel facilities	50.5%	--	--	58.6%	56.1%
Hiking	45.7%	--	--	35.7%	40.2%
Explore the island on their own	37.5%	--	--	39.6%	37.0%
Nightlife / concerts / shows	15.8%	--	--	13.7%	15.9%
Wineries / markets / popular festivals	14.0%	--	--	15.0%	14.9%
Theme parks	9.8%	--	--	15.5%	13.1%
Running	10.7%	--	--	9.8%	10.0%
Beauty and health treatments	12.9%	--	--	6.8%	9.6%
Swim	8.5%	--	--	6.6%	7.7%
Taste Canarian gastronomy	7.2%	--	--	7.9%	7.4%
Organized excursions	8.0%	--	--	6.8%	7.0%
Sea excursions / whale watching	4.6%	--	--	6.9%	6.3%
Other Nature Activities	5.6%	--	--	4.6%	4.9%
Practice other sports	4.3%	--	--	5.4%	4.4%
Museums / exhibitions	2.1%	--	--	5.7%	4.3%
Golf	4.0%	--	--	2.5%	3.9%
Astronomical observation	3.3%	--	--	1.7%	2.3%
Surf	3.3%	--	--	0.7%	1.9%
Cycling / Mountain bike	1.0%	--	--	2.7%	1.8%
Scuba Diving	0.9%	--	--	1.4%	1.5%
Windsurf / Kitesurf	0.8%	--	--	0.5%	0.8%

* Multi-choice question

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	--	--	56.6%	28.6%
- For any purpose	--	--	--	14.4%	8.4%
- Improve living conditions	--	--	--	9.9%	5.0%
- Improve economic development	--	--	--	3.5%	1.8%
- Improve the environment	--	--	--	16.1%	7.9%
- Improve the tourist environment	--	--	--	5.5%	2.5%
- Other purposes	--	--	--	7.2%	3.0%
Not sure	--	--	--	27.3%	16.6%
No	--	--	--	16.1%	9.4%

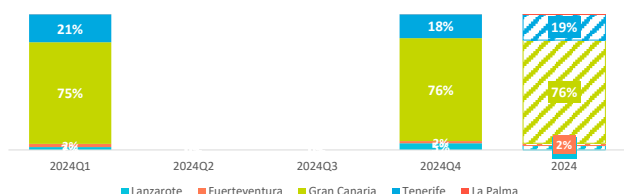
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NORWAY



Which island do they choose?

Tourists (≥ 16 year old)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	3,561	--	--	7,155	12,559
Fuerteventura	4,121	--	--	2,249	6,370
Gran Canaria	130,652	--	--	109,609	292,757
Tenerife	35,795	--	--	25,333	72,979
La Palma	46	--	--	11	57



How many are loyal to the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Repeat tourists	83.4%	--	--	79.6%	81.2%
At least 10 previous visits	32.6%	--	--	29.0%	31.5%
Repeat tourists (last 5 years)	78.1%	--	--	72.9%	73.9%
Repeat tourists (last 5 years) (5 or more)	22.3%	--	--	22.4%	21.7%

Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Gender					
Men	43.1%	--	--	53.1%	48.3%
Women	56.9%	--	--	46.9%	51.7%
Age					
Average age	53.6	--	--	52.6	52.5
Standard deviation	18.6	--	--	17.7	18.5
Age range					
16 - 24 years old	9.0%	--	--	10.0%	10.4%
25 - 30 years old	7.3%	--	--	5.6%	7.3%
31 - 45 years old	19.1%	--	--	18.1%	18.7%
46 - 60 years old	19.6%	--	--	25.4%	21.4%
Over 60 years old	45.0%	--	--	40.9%	42.2%
Occupation					
Salaried worker	50.4%	--	--	49.4%	50.2%
Self-employed	4.0%	--	--	5.6%	5.7%
Unemployed	0.0%	--	--	0.7%	0.3%
Business owner	7.3%	--	--	10.1%	8.2%
Student	4.2%	--	--	5.7%	5.2%
Retired	31.9%	--	--	25.1%	27.5%
Unpaid domestic work	0.0%	--	--	0.3%	0.1%
Others	2.2%	--	--	3.0%	2.8%
Annual household income level					
Less than €25,000	5.7%	--	--	4.3%	5.1%
€25,000 - €49,999	13.8%	--	--	13.4%	13.5%
€50,000 - €74,999	36.0%	--	--	28.2%	32.5%
More than €74,999	44.5%	--	--	54.1%	49.0%
Education level					
No studies	0.3%	--	--	1.1%	0.5%
Primary education	2.9%	--	--	3.9%	3.6%
Secondary education	28.5%	--	--	27.6%	27.1%
Higher education	68.3%	--	--	67.5%	68.8%

Share by islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	2.0%	--	--	5.0%	3.3%
Fuerteventura	2.4%	--	--	1.6%	1.7%
Gran Canaria	75.0%	--	--	75.9%	76.1%
Tenerife	20.6%	--	--	17.5%	19.0%
La Palma	0.0%	--	--	0.0%	0.0%

How many islands do they visit during their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	97.4%	--	--	93.6%	96.1%
Two islands	2.6%	--	--	5.1%	3.3%
Three or more islands	0.0%	--	--	1.3%	0.7%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Average rating	8.62	--	--	8.48	8.55

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	0.7%	--	--	4.0%	2.2%
Lived up to expectations	69.9%	--	--	64.8%	67.1%
Better or much better than expected	29.4%	--	--	31.2%	30.7%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	8.84	--	--	8.71	8.74
Recommend visiting the Canary Islands	8.80	--	--	8.61	8.68

Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	10.2%	--	--	9.5%	10.4%
Only with partner	54.2%	--	--	42.0%	48.9%
Only with children (< 13 years old)	1.7%	--	--	4.9%	3.2%
Partner + children (< 13 years old)	2.2%	--	--	5.5%	3.8%
Other relatives	11.5%	--	--	15.0%	11.9%
Friends	8.0%	--	--	7.0%	8.3%
Work colleagues	0.3%	--	--	0.5%	0.3%
Organized trip	0.0%	--	--	0.0%	0.0%
Other combinations (2)	11.8%	--	--	15.5%	13.2%

(2) Combination of some of the groups previously analyzed

Tourists with children	9.7%	--	--	19.0%	13.6%
- Between 0 and 2 years old	0.3%	--	--	1.6%	1.3%
- Between 3 and 12 years old	9.0%	--	--	15.6%	11.4%
- Between 0 -2 and 3-12 years old	0.4%	--	--	1.8%	0.9%
Tourists without children	90.3%	--	--	81.0%	86.4%
Group composition:					
- 1 person	13.1%	--	--	11.8%	12.7%
- 2 people	60.9%	--	--	53.3%	58.2%
- 3 people	9.8%	--	--	10.6%	10.4%
- 4 or 5 people	11.0%	--	--	17.6%	13.3%
- 6 or more people	5.2%	--	--	6.7%	5.5%
Average group size:	2.45	--	--	2.80	2.57

*People who share the main expenses of the trip

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.